

## REMARKS

### Claim Status:

Claims 1-42 remain pending in the application.

Claims 2, 10, 11, 14, 16, 19-22 and 24 are amended without prejudice.

For example, claim 14 is amended by removing the terms “steps of” and claims

2, 10, 11, 16, 19-21 and 24 are amended by changing the word “and” to --or--.

Claim 22 is amended to further define the steganographic embedding.

### Specification:

The specification was objected to because the terms DCT, GPS, RFID and FPGA were not defined. We respectfully submit, given the context provided in the specification, one of ordinary skill in the art would not be confused when encountering these terms. Nevertheless, and without conceding the priority of the specification objections, we have provided brief definitions for these terms (e.g., on page 2, DCT = Discrete Cosine Transform).

### Art-based Rejection:

Claims 1-42 are rejected as being anticipated by U.S. Patent No. 6,907,528 (hereafter “Bunn”).

We respectfully traverse these rejections.

### *Claim 35 in view of Bunn*

Claim 35 recites a printed document including – in combination with other features – a first digital watermark including a first payload, the first payload comprising a representation of the document identifier, and a second digital watermark including a second payload. *The second payload includes at least a reduced-bit representation of the first payload.*

The Office Action cites Bunn at Col. 3, lines 15-45, as anticipating these features. *Please see* the Office Action, page 4, line 21 – page 5, line 3.

We respectfully disagree.

For example, we see no discussion at the cited passage of a first digital watermark (having a first payload) and a second digital watermark (having a second payload). Moreover, we see no discussion at the cited passage of the second payload including at least a reduced-bit representation of the first payload.

Claim 35 stands ready for allowance over Bunn.

*Claim 26 in view of Bunn*

Claim 26 recites a method to facilitate transfer of a motor vehicle from a seller to a buyer. The cited passages of Bunn (e.g., the abstract and Col. 3) do not discuss such a transaction, nor do they mention a seller at all.

For example, the Office Action cites Bunn at Col. 3, lines 1-25, as anticipating the act of: “associating the identifier with a second data record, the second data record including information associated with the buyer of the motor vehicle.” But this section does not mention a buyer, instead discussing, e.g., a vehicle test station.

The cited Bunn passages are also silent regarding digital watermarking as claimed. (For example, in Bunn, at Col. 2, lines 58-61, we see mention of a blank paper including a security feature such as a “watermark”. We respectfully submit that, given the context of the passage, this term refers to a traditional paper watermark, and not a steganographic (hidden) data carrier. Indeed, we see no discussion in Bunn that the so-called watermark carries information or is hidden.)

Claim 26 stands ready for allowance over Bunn.

*Claim 22 in view of Bunn*

Amended claim 22 recites – in combination with other features – a method to authenticate documentation associated with a motor vehicle. The documentation comprises plural-bit auxiliary data steganographically embedded therein *through alterations to graphics, artwork or information carried on the*

*documentation.* We see no such discussion in the cited Bunn passages. See the Office Action, page 3, line 16 – page 4, line 2.

Claim 22 stands ready for allowance over Bunn.

*Claim 14 in view of Bunn*

Bunn is not understood to anticipate claim 14 for many reasons.

First, there is no discussion at Col. 1, lines 30-65, of a property title document, contrary to the suggestion in the Office Action at page 3, lines 5-6.

Second, claim 14 recites receiving a first digital signature that is associated with a seller of property and receiving a second digital signature that is associated with a buyer of the property. Here again, however, Bunn does not discuss a seller of property. While the cited Col. 1, lines 30-65, discusses an “authentication authority” it makes not mention of whether such authority is a seller of property that a buyer wishes to purchase.

Third, claim 14 recites using the first digital signature and the second digital signature to provide a digital watermark payload, the payload comprising authenticating information. The cited Col. 3, lines 15-55, Bunn passage makes no mention of these features.

(Of course, other deficiencies of the art need not be belabored at this time.)

Claim 14 stands ready for allowance over Bunn.

*Claim 1 in view of Bunn*

Claim 1 recites a **license plate** for attachment to a motor vehicle, the license plate comprising auxiliary data steganographically embedded therein.

We see no discussion of a license plate in Bunn. Even an electronic word search via the USPTO’s website failed to find the term “license plate” in Bunn.

Claim 1 stands ready for allowance over Bunn.

*Remaining Claims in view of Bunn*

We respectfully submit that the remaining claims also recite patentable combinations.

For example, please reconsider:

Claim 31, which further comprises automatically notifying at least a government agency after the buyer confirms the transfer.

Claim 25, which recites that the information further comprises a listing of drivers who are authorized to operate the motor vehicle.

Claim 17, where the authentication information comprises an output of a function which includes the first digital signature and the second digital signature as inputs.

Claim 4, where the digital watermark comprises an orientation component.

We respectfully request reconsideration of all of the dependent claims.

Conclusion:

We respectfully request an early Notice of Allowance. In the meantime, the Examiner is respectfully invited to telephone the undersigned at 503-469-4685 with any questions.

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Respectfully submitted,

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